



Global Review 2014





We move the world to protect animals

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Roaming free: A former captive bear enjoys life at the Romanian bear sanctuary near Zarnesti.

Moving the world for animals



This year has been such an exciting one with so many tremendous steps forward for animals. Thank you - we know none of them would have been possible without our special partnership with you.

We save animals from suffering in some pretty tough places. To help us, wherever we work, partnerships are key. Whether they are with local people, global organisations or governments, they are vital in creating and delivering solutions for animals. Their far-reaching effect is highlighted in so many ways throughout this Review.

Take the Philippines for example. At the end of 2013 Typhoon Haiyan left hundreds of thousands of animals dead and even more injured and exposed to the elements. We decided not just to help meet their immediate need, but to help protect them in the future from the typhoons that regularly devastate the region.

Working side by side

Thanks to your generosity we worked throughout 2014 with local farmers, governments and universities to develop underground and typhoon-proof animal shelters. We also offered our practical help, working side by side with local people to build them. During this incredibly rewarding experience we met Jeniffer Inamarga, whose life was turned upside down when Haiyan killed most of her chickens and pigs.

"We have nothing without our animals and we thought we would be forgotten... But you have given us the beginning of life again," she said.

The work we did with Jeniffer is just the start of the story. We are already using her example to show other typhoon and hurricane-stricken regions throughout the world how these shelters can protect animals and their owners' livelihoods.

Building commercial partnerships

Through commercial partnerships we can improve the care and treatment of animals on a huge scale. Our agreement with Nestlé, launched this year, will help us improve the welfare of millions of animals throughout their whole supply chain.

In practice, this means positive steps are being taken to put an end to keeping pregnant sows in gestation crates so small they can't turn round, and to condemning hens to a lifetime in small, barren cages. Find out more about this ground-breaking relationship and others for farm animals on page 31. We hope you will be as proud as we are of what we've achieved together.

Inspiring worldwide change

Throughout this Global Review you will find so many other examples of how partnerships are essential to success. On pages 12-16 look at our work to end the brutal culling of stray dogs. We are building showcases of effective and humane rabies control programmes in China, Bangladesh, the Philippines and Zanzibar. These pioneering programmes have the potential to save millions of dogs' lives worldwide.

Similarly, the effectiveness of our Sea Change campaign - see page 22 - will depend on relationships we are building with the fishing industry, governments and international and local marine mammal experts. We want to save 1 million marine animals by 2018 from the 640,000 tonnes of fishing gear abandoned in our oceans each year.

Leading global policy

But our partnerships cannot work in isolation. Your support helps us fight for global policies with animal welfare and protection at their core. These policies must reflect our strategy: protecting animals in farming; animals in disasters; animals in the wild and animals in communities. And during 2014 our global policy team worked hard and painstakingly to make sure that these four areas were included in the draft UN Sustainable Development Goals.

This is a monumental achievement. These goals, once adopted in 2015, will influence policy making and set the pace and direction of development in every country in the world from 2016 onwards. They will open doors and help us formally raise animal protection issues with national governments and UN organisations. The potential for positive change is enormous.

We hope you will be both encouraged and inspired by the achievements in this Review and we look forward to sharing our future successes. We know that with your help we truly are moving the world for animals. Thank you so much for your tireless commitment to our work.

Mark Watts
President

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Chief executive

World Animal Protection board of trustees

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Together we...



Celebrated

50

years of protecting animals from disasters.

Inspired

more than

4 million

people worldwide to support our work.

Assisted

296,000

animals in our disaster response work around the globe.

Motivated

40,000

people in Denmark to ask their members of parliament to call for better protection for dogs in Europe.

Trained

183

teachers from one of the poorest areas of Puebla, Mexico to make animal protection part of their everyday teaching.

Persuaded

142,000

people in Colombia to sign a petition to protect Botos - Amazonian pink river dolphins from slaughter.

Launched

Sea Change

our campaign to protect marine animals from horrific deaths and injuries caused by the

640,000

tonnes of fishing gear abandoned in our oceans every year.

Rescued

5

bears from cruel conditions and gave them a safe haven in our Romanian bear sanctuary.

Exposed

the terrible cruelty of elephant rides with

22

major tour operators now pledging to stop offering them.

Benefitted

the lives of

220,000

dogs on Flores and Lembata Islands, Indonesia, by supporting rabies vaccination programmes.

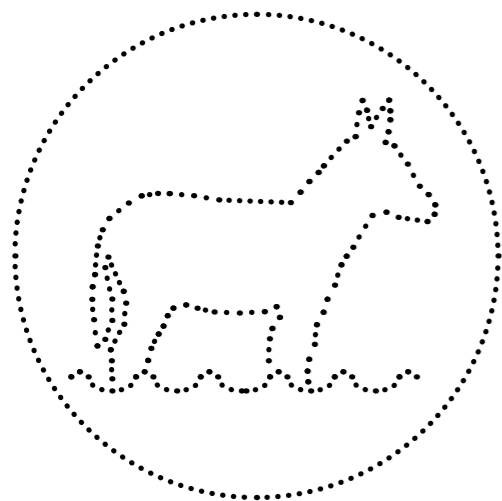
Moved

nearly

118,000

North Americans to support our Choose Cage-Free campaign and improve the lives of egg-laying hens.

Hands on: A beach survey and clean up on Kona Island, Hawaii.



Animal protection:
Pigs in a typhoon-resistant shelter.

Protecting animals in disasters

We act quickly and work round-the-clock saving animals in disaster-stricken communities and the livelihoods of people who depend on them. Our teams are highly trained and implement innovative techniques in emergency situations. They save lives and relieve suffering, giving people the hope they need to plan futures for themselves and their animals.

And when the disaster is over, we don't just say goodbye. We stay and work wherever we are needed, helping governments, humanitarian organisations and local people prepare to protect animals if disaster threatens again.



"We have nothing without our animals and we thought we would be forgotten... But you have given us the beginning of life again."
Jeniffer Inamarga, Aklan Province,
Visayas, Philippines

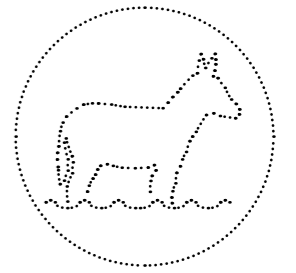
“There is no one else working for animals in these situations apart from us. We have to try our best to help them. And we know what we are doing will make things better... This gives us momentum. I also always feel that I’m not working alone. I’m part of a supportive global team, along with those people around the world who have faith in our work, and this encourages me.”

Naritsorn Pholperm, disaster management project manager



Focus on...

Naritsorn Pholperm



As part of our Asia-Pacific disaster management team, Bangkok-based Naritsorn Pholperm – Nort to his colleagues – must respond to animals in need at a moment’s notice. And in his seven years with World Animal Protection, he has saved hundreds of thousands of animal lives in numerous disaster operations.

During 2014, Nort was kept busy on a number of assignments including work in both Laos and the Solomon Islands to help people protect their precious livestock from floods affecting the region. He also visited Vanuatu, with disaster team colleagues, after Typhoon Lusi wreaked havoc across the island.

The government of Vanuatu had asked World Animal Protection to assess the help that local farmers would need to save their animals in the aftermath of Luis. Despite the threat of landslides, flooding and the total lack of power, the local community was still in good spirits and delighted to see our team.

Bringing back hope

“Everywhere I have been to help after disasters, whether it has been Myanmar, Fiji, Thailand or the Philippines, the reaction to whatever we do is the same. Our interventions – distributing food, treating the animals – make people smile,” he says.

Nort also had two Philippines missions during the year. These were his first in the country since November 2013 when he helped animals in communities turned upside down by Typhoon Haiyan.

“The Philippines after Haiyan was the worst thing I have ever seen in my life – everything ripped away. People had nothing; they didn’t even know where their house was. And you imagine how tough life will still be for them in seven months’ time. It was terrible for them and their animals.”

Although serious, the 2014 Philippines disasters were on a smaller scale. In September, Mayon, the region’s most active volcano, threatened the chickens, pigs and water buffalo living in its shadow.

“When we were warned of an eruption we stepped in with emergency help,” explains Nort. “We gave the farmers materials to make shelters to protect the animals from the ash and other debris that showers out of volcanos.

“We also gave them feed and water containers and restraining ropes so they could look after the animals under shelter and out of harm’s way. And we trained government workers in mass animal evacuation techniques.”

Acting swiftly in emergencies

The Philippines became Nort’s focus once more when Typhoon Hagupit struck in December. Around 3,000 animals needed urgent care on Masbate Island, in the centre of the Philippine islands.

“For five days our emergency veterinary teams of voluntary, government and our own vets treated sick and injured animals. We also vaccinated and dewormed them to prevent diseases that often flare up in a disaster’s aftermath,” says Nort.

He explains that no matter how difficult the situation, he is always buoyed up by World Animal Protection supporters’ belief in his work.

“To me our supporters are about more than funding, although I would like to thank them so much for this. It is about their motivation – it is so good for me and all of the team to know they share our dream of a better world for animals.”

In 2014 we...

Saved the lives of 296,207

animals in seven disaster missions in six countries including Indonesia, the Solomon Islands, Vanuatu, Bosnia and Herzegovina, the Philippines and Cape Verde. Incredibly, we have helped more than 3.5 million animals in the last five years.

Moved the Costa Rican government

to include animals in the country's official emergency response and disaster risk management programme. The government also created the first specific disaster fund to help animals in distress. We trained their staff to manage disaster situations affecting animals and supported them to raise the public's awareness of how they can help animals too. We are now using our work in Costa Rica to encourage other countries including Mexico, Kenya, New Zealand and Australia, to establish similar programmes.

Equipped local people in the

Philippines to protect their animals from future typhoons with collapsible animal pens that will survive the fiercest storms, and with underground shelters to protect their pigs and cattle. We also funded specially prepared lifesaving kits and provided training in their use for vets who need to travel in vehicles, on foot or by mountain bike to reach disaster-affected animals.

Protected tens of thousands of

alpacas from starving and freezing to death in the drought-stricken Andes, through our project with the Food and Agriculture Organization of the United Nations. We helped local people, desperate to protect their beloved alpacas, build windproof shelters and dig boreholes to get water where it was needed most. And our development of an underground greenhouse will help alpaca farmers grow fodder - even in the harshest conditions - and ensure their animals survive the winter months.

Launched four new veterinary

emergency response units with India's National Disaster Management Authority and veterinary colleges. These centres are training vets, veterinary students and animal husbandry personnel to manage, care for and treat animals affected by disasters. And with India's National Disaster Response Force we developed a training programme for its 11,000 members. This training will be passed on to millions of animal owners in India, equipping them with the skills they need to protect their animals when disaster strikes.

Educated hundreds of thousands

of children in South East Asia in how to save their animals from the terrible natural disasters that so regularly affect their region. Our curriculum-based approach to disaster risk reduction has been used in the South East Asia Ministers of Education Organization's disaster preparation toolkit. The kit is aimed at primary and secondary school teachers in 10 countries including the Philippines, Vietnam, Malaysia, Cambodia and Singapore.

Trained more than 14 African

national societies of the IFRC in June, through our partnership with the International Federation for Red Cross and Red Crescent (IFRC). We focused on the importance of animals to people in their everyday lives and how animal protection and welfare make communities more resilient and give hope for the future.

"After two years of sharing small pieces of these amazing Andean people's life, their needs and the limitations placed on them by this desperate situation, I found they had really got into my soul. Helping them has been one of the most rewarding experiences of my career."

Sergio Vasquez, disaster management response officer

Looking forward

In 2015 we will...

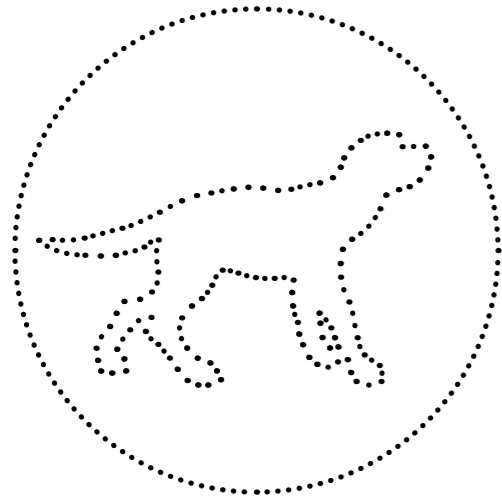
Continue to influence the humanitarian and development sector through our partnership with the IFRC. This means we can ensure animals become a vital part of the solution in helping people prepare for and recover from disasters.

Support the governments of India, Mexico, Kenya, New Zealand, Costa Rica and Australia to include animal welfare in their national emergency plans.

Deliver our lifesaving aid where it is needed most in the expectation that by 2020 we will have saved 5 million animals from suffering.

Harsh conditions: Thousands of alpacas have been saved in the Andes thanks to your help.





Safe hands: A boy and his puppy on World Rabies Day in Kenya.

Protecting animals in communities

Every day, in cities, towns and villages around the world, millions of dogs endure persecution and cruel deaths very often because of people's fear of rabies. We are working to end such appalling suffering.

In 2014 our vaccination drives, education projects and collaboration with communities and governments helped to end inhumane culling and improved the lives of dogs and people in seven countries.

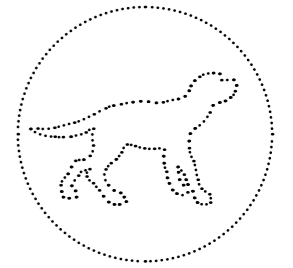


“All people in Africa need is education to change their assumptions – once they get education the fear goes away. Education is everything. The transition then becomes so fast.”

Emily Mudoga, companion animal campaign manager

Focus on...

Saving lives in Africa



All too often dogs are cruelly killed in panic-stricken responses to outbreaks of rabies. Thankfully, in parts of Africa, we are making such kneejerk reactions a thing of the past. Our rabies vaccination, education and dog population management work in Zanzibar has changed a culture. Dogs are better protected from cruelty than ever before and are living in harmony with their human owners and neighbours.

We have developed an inspiring example illustrating how rabies has been virtually eliminated from the island. And in 2014 this showcase has convinced the Kenyan government to lead the world in adopting the first ever rabies elimination strategy. Their aim is to make the country rabies-free by 2030.

The strategy, created with our support, was launched on World Rabies Day, 28 September. And to kick off the pilot project in Kenya's Makueni district more than 3,000 dogs were vaccinated on that day alone.

“World Animal Protection has assisted us immensely in improving the welfare of our animals by raising public responsibility in improving animal wellbeing and spearheading campaigns to control rabies.”

Dr Juma Kassim Gharib, principal secretary, government of Zanzibar

Working together: Emily Mudoga and health worker Ali Salim Jecha, Zanzibar.

Leading the way

Emily Mudoga, companion animal campaign manager in our Africa office is leading the Makueni pilot project. She is working with local communities and our partner organisations to find effective rabies prevention solutions.

In this area of Africa rabies is a very serious concern, says Emily. “The panic is because they know it is a real problem and kills people. One household in every village in Makueni will have been affected by the disease – either their dogs, their cattle or their families.”

She recalls meeting a doctor who told her about a case when all three children in one family had been tragically killed by rabies.

“The parents had brought their young child to the clinic. He had rabies – after being bitten by a dog. It was too late; there was nothing the medics could do... Within four days the little boy died. The following week the parents came back with their two other children who were also showing signs of rabies. Again, it was too late for the doctor to do anything and within three weeks one family had lost all of their children.”

Emily emphasises that vaccination and education are the only ways to prevent this terrible disease.

“All people in Africa need is education to change their assumptions – once they get education the fear goes away. Education is everything. The transition then becomes so fast,” she says.

By the end of 2015 the Makueni pilot should be running effectively. Emily estimates that around 20,000 dogs will have been vaccinated and then the programme will be rolled out to four other districts.

In 2014 we...

Vaccinated 95,641 dogs against rabies in three Chinese areas – Jieshou, Anhui province; Tongzi, Guizhou province and Hancheng, Shaanxi province. The vaccinations are part of our pioneering project with the Chinese government to produce rabies-free pilot sites. We expect the rabies prevention evidence gathered from these sites will convince the government to adopt a nationwide vaccination policy protecting millions of dogs.

Funded eight veterinary consultants to push forward our mass dog vaccination project in Bangladesh where we have been working since 2011. The consultants have been key in getting local government agreement in all municipalities to stop culling dogs. During 2014, 33,581 dogs were vaccinated in Bangladesh and thousands of dogs' lives were saved through the municipality agreements. We want all culling to have stopped in the country by World Rabies Day – 28 September, 2016.

Educated young people, their parents and communities in responsible pet ownership, dog bite prevention and the welfare of animals in 16 countries. We did this by training teachers and working with community leaders and veterinary schools.

Supported the vaccination of 218,175 dogs on Flores and Lembata, Indonesia; 29,743 dogs in Nias, Indonesia; 18,226 in Manila, Philippines; 9,882 in Zanzibar, and 3,000 in Kenya. These countries are all expected to become successful showcases through which we can move the world to adopt vaccination schemes.

Campaigned for the Romanian government to introduce a national action plan to manage the country's dog population humanely. We are supporting the government in developing the plan, which involves including responsible dog ownership in the national curriculum and working with local organisations to introduce neutering schemes. To show how effective local approaches to dog population management can be, we helped NGO Save the Dogs neuter 640 dogs.

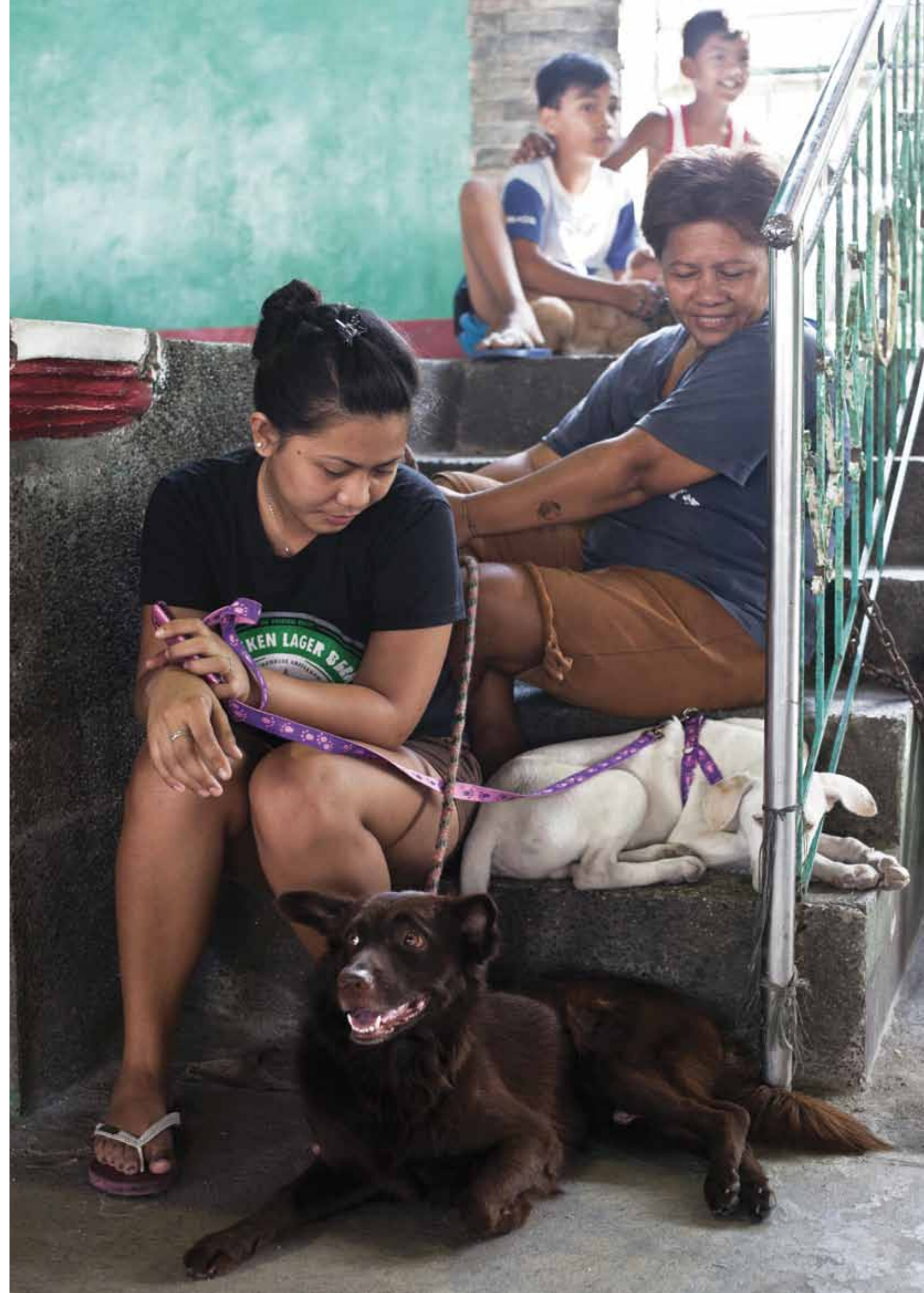
Looking forward In 2015 we will...

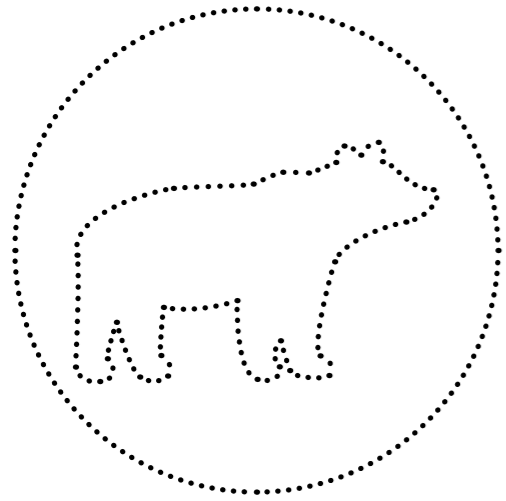
Collaborate with the Bangladesh and Kenyan governments in their efforts to eliminate rabies. We will give guidance and support in implementing effective measures, including vaccination, to improve dog welfare and human health.

Work with our local partners in Romania on the development of a national education plan to promote responsible dog ownership.

Continue to influence governments, institutions and communities around the globe to improve the lives of 50 million dogs globally by 2020.

Vaccination matters: Owners and dogs wait their turn at a free rabies vaccination clinic in Cainta, the Philippines.



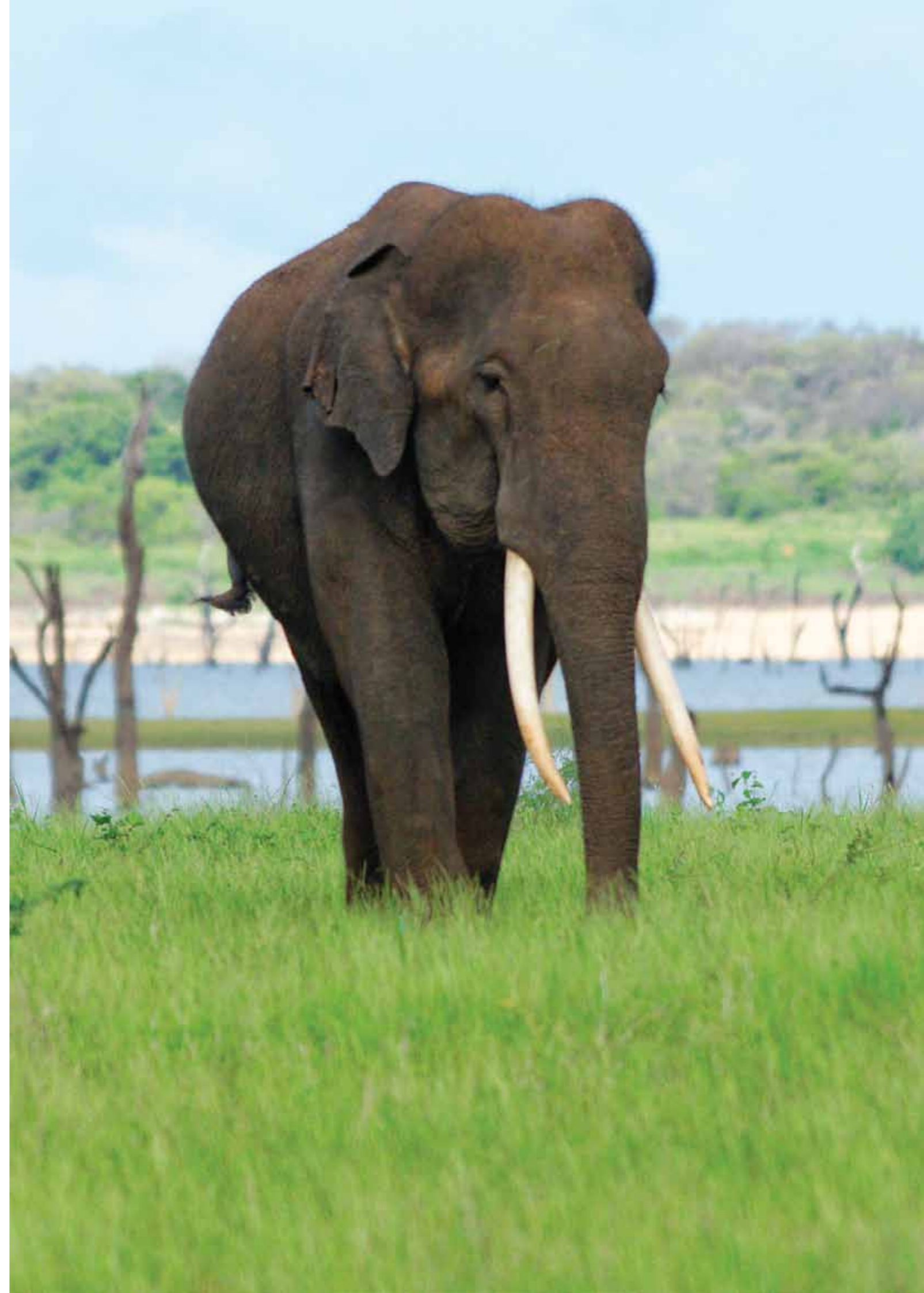


Keeping wild: An elephant in Kaudulla National Park, Sri Lanka.

Protecting animals in the wild

Millions of wild animals worldwide are enduring horrendous cruelty, painful deaths and exploitation. This is mostly to meet the demands of people who want them for their body parts, to keep as pets and to watch, use and abuse for entertainment.

We are shining a light on their suffering, moving people, governments and international organisations to protect our planet's precious wildlife and keep animals in the wild where they belong.

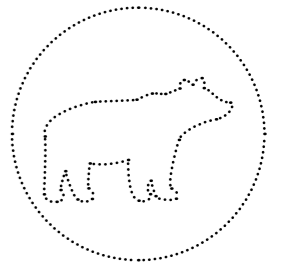


“There is a spot from where we can watch bears freely playing in the main enclosure without looking at any man-made structure. From that vantage point I feel like I am in the wilderness. I love this place and I enjoy being there the most...It’s always uplifting to see the bears living a happy, care-free life – a real bear life in the sanctuary...”

Dr Fakhar Abbas, executive director of the Bioresource Research Centre of Pakistan



Focus on... Taara's story



Before 10-year-old Taara was brought to our Balkasar sanctuary in Pakistan in 2014 she had spent most of her life in misery, fear and pain. As a bear used for the horrific sport of baiting, Taara had been regularly tethered to a post, set upon by dogs and forced to fight for her life.

Not surprisingly, she arrived at Balkasar cowed, miserable and in terrible condition. She had bite wounds to her muzzle and was in excruciating agony from the nose ring used to pull and tether her. Taara's fur was coarse and rough from her poor diet and she was suffering from anaemia.

But, by the end of the year, the sanctuary had turned Taara into a very different bear. Balkasar sanctuary manager Sahib Rahim describes the change.

“Taara seems energetic and happy all over, she has gained weight, her fur is much better and she is friendly with sanctuary staff. She is one of the most active bears, fearless and friendly.

“When she was released from quarantine she was a delight to watch. She was so excited and curious about all of the other bears around, the vegetation and the enrichment structures. Her favourite thing is the large pool filled with fresh water – she likes to take regular baths. And we're also sure that she's invented her own game of hide and seek that she plays with the other bears.”

Taara is one of 11 bears handed over by their owners to our partner Bioresource Research Centre (BRC) in 2014 in exchange for support from the organisation to find a different way to earn a living.

And our work monitoring bear baiting events was highly successful – four out of six events were stopped. A tip-off from BRC to the Pakistan authorities about one event resulted in arrests, the confiscation of four bears and a custody order to hand them over to our care.

By the end of the year, 33 bears were being cared for at Balkasar and thousands of mosques were delivering anti-bear baiting messages.

We estimate that there are still around 40 bears used for baiting or dancing in Pakistan. With your help we'll keep on working hard to end their suffering and make sure Pakistan's bears stay in the wild where they belong.

Better life: Taara takes her first steps from quarantine.

In 2014 we...

Exposed the appalling cruelty endured by wild animals used in tourist entertainment to over half a million people through our global Before They Book campaign, building on four years sustained campaigning on this issue in northern Europe, Australia and South East Asia. As a result, we stopped tourists from all over the world from going on elephant rides, and from having a 'tiger selfie' or hugging a tiger. We convinced more tour operators to stop offering elephant rides and shows, including Apollo and Intrepid Travel. We also achieved a Gold Award for Best Animal Welfare Initiative at the World Responsible Travel Awards for our approach in educating tourists and tour operators.

Launched our global Sea Change campaign. By 2018 we aim to save one million marine animals from agonising deaths and serious injuries caused by entanglement in abandoned nets, lines and ropes. An estimated 640,000 tonnes of these floating death traps – ghost fishing gear – are discarded in the oceans annually, killing and mutilating animals including whales, turtles, seals and seabirds.

To tackle this worldwide issue we created the Global Ghost Gear Initiative (GGGI), a collective of influential problem-solving experts from the seafood industry, governments,

international and local organisations. Fifty experts met at the first GGGI meeting in November. They will work together on solutions to stop nets and gear being discarded, and ways to remove them from key hotspots in the world's oceans.

Convinced the Brazilian government to protect Botos – the Amazon's pink river dolphins – from being cruelly hunted and killed for use as bait to catch Piracatinga fish. We persuaded the government to introduce a five-year moratorium on the catching of Piracatinga effective from January 2015. And more than 142,000 people signed our petition convincing the Colombian government to do the same. During the Brazilian moratorium we'll be helping local communities find alternatives to Boto bait, and running education programmes encouraging adults and children to protect these iconic animals.

Protected thousands of civets from being snatched from the wild and being kept in unnatural, caged conditions that cause them enormous stress and suffering. Public support for our campaign against the production of caged civet coffee convinced luxury retailers worldwide, including Harrods, to stop selling it until non-caged sources could be guaranteed. Indonesia's Sustainable Agriculture Network also

banned caged production on its farms and UTZ Certified (the leading body for sustainable coffee production) has stopped certifying caged production.

Rescued five bears from cruel captivity and gave them a safe haven in our Romanian bear sanctuary near Zarnesti. Run by our partner Asociația Milișoane de Prietenii, the sanctuary gives 79 bears a semi-wild existence in the forested enclosures. More than 22,000 people and 28 school parties visited the sanctuary during 2014 and took part in guided tours to learn about the importance of keeping Romania's bears wild. The sanctuary gives the country's schoolchildren their only formal opportunity to learn about animal welfare and protection.

Campaigned with our partner Green Korea United to end the farming of bears for their bile in South Korea. Together we negotiated a landmark agreement with the Bear Farmers Association and the Ministry of Environment that will involve the sterilisation of most farmed bears. This means they will no longer be bred for the industry – an important commitment towards ending bear bile farming in the country. And in Vietnam our efforts with our partner Education for Nature led to the closure of the last two bear bile facilities selling bile to tourists.

"FAO appreciates and applauds the work of World Animal Protection to launch the Global Ghost Gear Initiative. It is both timely and warranted."

Frank Chopin, chief of fishing operations and technology, Food and Agriculture Organization of the United Nations

Looking forward In 2015 we will...

Protect bears from Asia's horrific bear bile industry, and end the terrible suffering of bears used for baiting in Pakistan.

Galvanise the public and the tourism industry to end elephant rides and shows and shine a global spotlight on the cruel treatment of tigers, lions and other big cats used for entertainment.

Drive forward our Sea Change campaign so that 1 million marine animals are saved by 2018 from painful deaths and injuries caused by entanglement in ghost fishing gear.

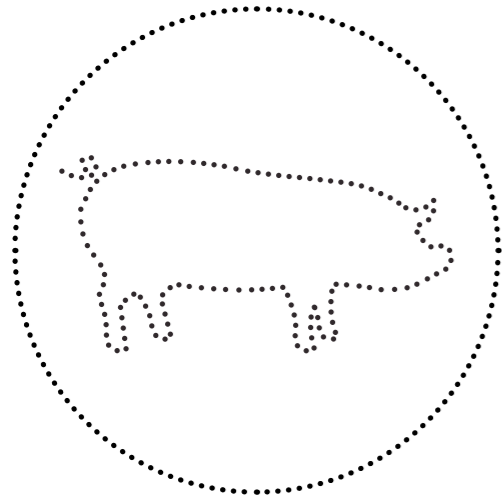
Humane production: A coffee farmer collects beans excreted by wild civets in Indonesia.

Developed a wild animal protection education base in a wild bear habitat in South-Western China. The base is encouraging people to protect their country's iconic wildlife and reduce demand for cruel wildlife products like bear bile. We capture and share fascinating images of the bears with visitors through 'camera trapping'. This is the use of hidden cameras to take photographs without disturbing the bears. As well as attracting great media attention, our images are featuring on official government websites, and those of the China Wildlife Conservation Association and the State Forestry Administration.

Helped prosecute an auctioneer in the UK for illegally selling ivory.

This landmark case, backed by evidence from our investigations and intelligence team, saw Chiswick Auctions fined £3,205 for selling a 1960s ivory tusk carved as a train of elephants. Under the Convention on International Trade in Endangered Species it is illegal to trade ivory taken from elephants killed after 1947 or ivory crafted after this date. We hope this fine and its resulting publicity will stop auction houses from selling ivory without the proper certification. Our investigative affairs team works with investigators, law enforcement officials and contacts worldwide to expose cruelty to animals.





Protection matters: Assessing the welfare of cattle on El Hatico farm, Colombia.

Protecting animals in farming

Billions of animals reared for our food each year are forced to endure cramped and dismal conditions that cause them lifelong stress and suffering. But we are helping governments, industry and consumers find better and kinder ways to feed the world. This is through the development and support of viable, sustainable animal and environment-friendly ways of farming. We provide the technical expertise needed to make their widespread adoption possible.



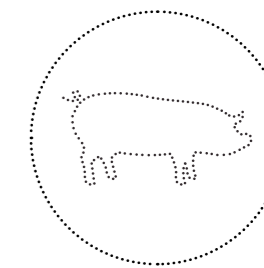
“Some farmers unfortunately usually have a very short-term view. They only ever think about what they can take from the earth, not about what they should give back... The idea of sustainable agricultural production is to preserve and, if possible, increase natural resources so that future generations have better conditions to work the land. It should be a wake-up call when we see resources being exploited, wasted and eroded. So we must embrace change and think about the future.”

Juan José Molina Echeverry, El Hatico



Focus on...

Family farming for the future



Twenty-eight-year-old Juan José Molina Echeverry is passionate about El Hatico, his family's pioneering 'silvopastoral' dairy farming project in the Cauca River valley, Colombia. Under silvopastoral systems, cattle are typically provided with rich and varied grasses, shrubs and trees to feed on and for shade.

We have worked closely with Juan José and other silvopastoral farmers. Together we assessed the welfare of animals kept in this way compared with those kept on traditional South American open grazing areas.

This assessment was undertaken in partnership with Colombia's Cattle Ranching Federation (FEDEGAN), the Colombia-based Centre for Research on Sustainable Farming Systems (CIPAV) and the global agricultural assessment network, agri benchmark.

On El Hatico, 500 animals - mostly Colombian Lucerne cattle - happily wander through and graze on waving grasses, plants and trees that were first planted in the 1960s and 70s.

Working with nature

“The trees, grasses and animals all interact with each other... It's a system that puts nature to work for a common goal,” explains Juan José.

The interaction means a host of animal welfare benefits including fewer insect and tick-borne diseases infecting cattle than in other systems.

Other positives for cattle include: lots of natural shade and shelter; choosing what they want to eat and when, and freedom to socialise how and when they want.

The benefits of the silvopastoral system to farmers include high productivity - sometimes double the milk yield of traditional farms - plus animals that are easier to manage and handle. It also creates a farming environment that will serve animals and people well for generations to come, says Juan José.

Lesley Lambert, our head of policy for food and farming, is delighted that our assessment project has revealed such positive results for both farmers and animals.

“When switching to new systems farmers inevitably worry about costs and whether production will fall. The research undertaken as part of the project is showing that silvopastoral systems are highly productive and cost effective. From an animal welfare point of view, the cattle we assessed were healthy, with good body condition and could exhibit important natural behaviours. It's a win-win farming model for people and cattle.”

In 2014 we...

Gave India's dairy sector its first ever code – animal welfare guidelines – to protect dairy cows and buffalos through our work with the country's National Dairy Research Institute. India has the largest number of dairy animals and produces more milk than any other country in the world. Our initiative will give nearly 50 million dairy cows and buffalos, many of which are suffering in intensive or other poor conditions, a better chance of improved care and protection.

Inspired several major Chinese pork producers to work with us to assess the benefits of higher welfare pig farming. The producers were part of a delegation, with Chinese government officials, who took part in visits we arranged to high animal welfare farms in the UK. China has more than 600 million pigs – the largest number of any country in the world. Most are kept in cramped, barren conditions.

Improved the treatment of millions of animals in Brazilian and Chinese slaughterhouses. We trained more than 1,000 workers in humane slaughter practices. This means that over 146 million chickens, 12.9 million pigs and 5.7 million beef cattle experienced less stress and suffering.

Encouraged people to make better food choices in North America. By the end of 2014, nearly 118,000 supporters had supported our Choose Cage-Free campaign and at least 75,000 had pledged to buy only cage-free eggs. Thanks to our work with businesses and consumers more US and Canadian companies than ever are aware that providing consumers with cage-free eggs makes good commercial sense.

Helped fund the Business Benchmark for Farm Animal Welfare (BBFAW) assessment for 2014. The welfare policies of 80 of the world's major food companies, including McDonald's, Walmart and Unilever, are assessed in the BBFAW. Encouragingly, 45% of the 65 companies first assessed in 2012 have significantly improved their ratings which indicate improved practices. We jointly fund the Benchmark with Compassion in World Farming and investment company, Collier Capital.

Participated in extensive negotiations at the United Nations. These concluded that improving the ways animals are kept and treated improves the quality and safety of our food and promotes human health. The UN now agrees that supporting animal welfare is key to sustainably increasing livestock productivity.

Such landmark decisions are reflected in the Principles for Responsible Investments in Agriculture and Food Systems. These principles will guide any government, organisation or business investing in agriculture and will result in more animal-friendly farming systems.

Released unique research – 'Can ear postures reliably measure the positive emotional state of cows?' and 'Nasal temperatures in dairy cows are influenced by positive emotional state'. These two papers were published in two leading academic journals and at prestigious conferences in 2014. We want to develop simple, non-intrusive ways of measuring animal emotions to prompt governments, industry and consumers to improve conditions for cows and other farm animals worldwide.

Launched 'Common ground' – our education resource linking farm animal welfare firmly with formal sustainable development education programmes taught worldwide. 'Common ground' gives teachers practical activities to bring animal welfare issues to life through literacy, the arts, science and geography. It was endorsed by the United Nations Educational, Scientific and Cultural Organization's (UNESCO) Decade of Education for Sustainable Development.

Looking forward In 2015 we will...

Influence governments, international organisations and policy makers to make farm animal protection and welfare vital to sustainable agriculture and essential to national and international policies, standards and practices.

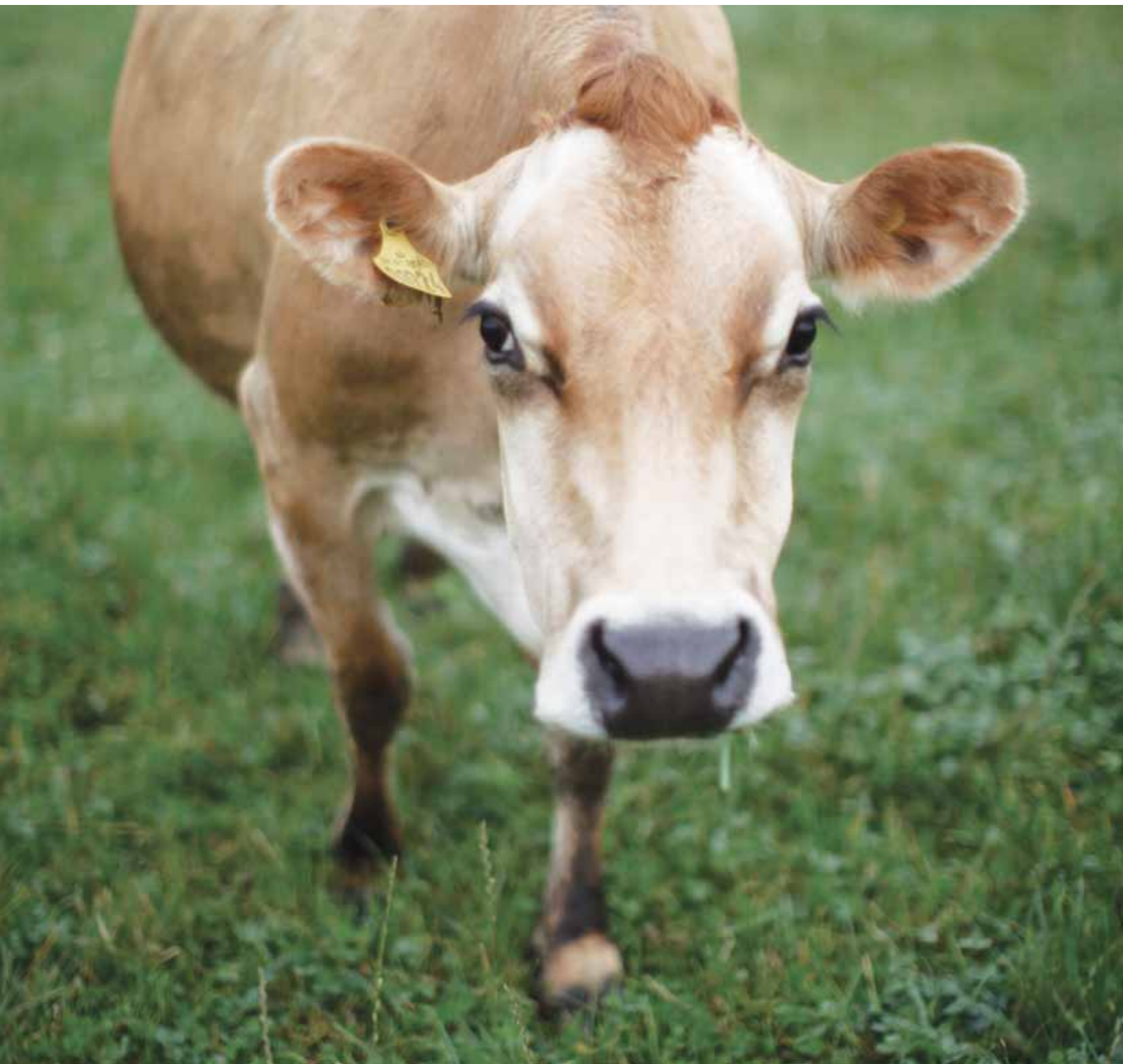
Inspire people worldwide to work with us and call for the protection of billions of farm animals enduring harmful close confinement, barren environments and other poor treatment.

Transform the lives of 1 billion farm animals by 2020. We'll convince major food companies and producers to phase out the worst production methods and practices, replacing them with humane alternatives that we champion globally.



Better life: A pig from a UK high welfare indoor pig farm.

Building powerful partnerships worldwide



“Through our partnership with World Animal Protection, we have benefited greatly from its practical expertise, particularly in carrying out farm-level assessments and sharing best practices. This provides us with the basis to continue to move forward in meeting our commitment to ensure the highest possible level of farm animal welfare along Nestlé’s global supply chain.”

Benjamin Ware, responsible sourcing manager, Nestlé

Forming partnerships with businesses dependent on animals for commercial success is vital in inspiring people to change animals’ lives for the better. Since 2013 we have been working with Nestlé, the world’s largest food company. Together we are working to improve the health, care and welfare of the millions of farm animals throughout the Nestlé supply chain.

And by signing a landmark agreement with us in 2014, Nestlé became the first major food company to enter a formal relationship with an international animal welfare protection NGO.

“This agreement presents a fantastic opportunity to improve the way animals in the Nestlé supply chain are treated. It also gives a loud, clear message to all in the food industry that the humane treatment of animals should be at its heart,” explains Martin Cooke, World Animal Protection’s international head of corporate engagement.

Our world-moving partnership involves sharing our expertise on farm animal health, care and welfare. We are also helping Nestlé and its suppliers trace dairy products, meat, poultry and eggs in their supply chain back to the farm where the animals are raised. We understand that this is the first important step toward making sure that suppliers meet the Nestlé Responsible Sourcing Guideline, which specifically includes farm animal welfare.

Building better lives

With our support, Nestlé has developed its Commitment on Farm Animal Welfare and drafted Responsible Sourcing Requirements to implement the Commitment at farm level. These requirements for dairy, meat, poultry and eggs are based on the Five Freedoms outlined by the World Organisation for Animal Health. Consistent application will give all farm animals in Nestlé’s chain better lives from birth to slaughter.

This process began in 2013 and Nestlé continues to make progress in implementing these requirements to improve farm animal health and welfare in its global supply chain.

During 2014 we developed a protocol for on-farm animal welfare assessment for Nestlé. We worked with Nestlé’s audit partner, SGS, to implement the assessments on five continents. This involved providing detailed training to SGS and Nestlé staff and accompanying assessment visits in the USA, China, Spain and New Zealand to observe the process in action.

We also helped Nestlé to develop a procedure for responding to emergency issues and developing remedial actions.

“I can’t overstate the value of working with a company like Nestlé. This partnership will bring better living conditions for millions of animals,” says Martin Cooke.

Grass matters: A Jersey cow on Svanholm Gods, an organic farm in Denmark.

“Through communication with World Animal Protection experts and first-hand observation of high welfare pig farms, the members of the study group gained a wider and deeper understanding of the importance of integrating animal welfare into farming. We hope this will be the future developing trend in the Chinese animal farming industry. We look forward to developing this important work further with World Animal Protection.”

Xi Chunling, executive president, International Cooperation Committee of Animal Welfare (ICCAW), China



Working partners

We formalised partnerships with international food producers BRF in Brazil and Thailand’s Betagro Group in 2014.

BRF is one of the world’s largest producers of pigs and poultry with sales in more than 110 countries. It produces more than a billion broiler chickens annually, almost 10 million pigs, and has committed to work with us to move its sows to high welfare group housing.

We will be supporting Betagro, Thailand’s second largest pig and poultry company, to improve the care and treatment of animals in its own huge supply chain.

“The opportunity to partner leading companies provides a beacon for change for farm animals throughout the world. Companies like Nestlé, Betagro and BRF are hugely influential; where they lead, others follow,” says Martin Cooke.

Broiler chickens: Healthy birds grow well.

Creating a worldwide first for animals

Ricardo Fajardo, head of policy and advocacy, and our regional teams have developed a truly world-moving tool – the Animal Protection Index (API).

Launched in November, the API – animalprotectionindex.com is the first ever index ranking how animals in 50 countries are protected by national law and policies.

This ground-breaking development has taken three years of intense research, consultation, drafting and re-drafting to achieve.

Ricardo, a Colombian lawyer and animal welfare legislation expert, explains the API team used statistics from the Food and Agriculture Organization of the United Nations as a starting point to determine the countries to feature. These statistics relate to those countries with the largest number of animals farmed for food production.

Protecting welfare worldwide

“The API and its rankings, however, are not only dedicated to farm animal welfare. They also include where countries stand in terms of protecting the welfare of animals kept in captivity, pet animals, working animals, those used in scientific research and wild animals,” explains Ricardo.

Organisations involved in defining the API’s structure included Humane Society International; Eurogroup; the RSPCA; Compassion in World Farming and the International Fund for Animal Welfare. Global legal firm DLA Piper provided hundreds of hours of pro bono research into national legislation protecting animals in farming, in the wild and those used in research. We then worked with the Organisation for Animal Health on a consultation process.

“Writing the reports for the API from this raw material involved people from World Animal Protection offices worldwide – and particularly from our Asia Pacific office. Their mission was to ensure the accuracy and objectivity of the index. We also wanted the 50 countries themselves to work with us, so all received a draft for comment.”

Ricardo stresses this intense and precise process has ensured that the API is neutral, not subjective, and has been prepared from information already in the public domain.

Pushing legal agendas

He explains that the API’s November 2014 launch is just the beginning of this major project.

“The challenge starts now... We want the API to be more than a database. It’s a live instrument that we, other campaigners and governments themselves can use to push legal agendas towards improving the lives of animals.”

Ricardo and the API team are delighted that they have already been approached by a number of governments for help in improving national laws. Others have asked for help in developing model animal welfare legislation.

“During the second half of 2015 we’ll review country rankings. My aspiration is to see all countries moving up the index. This will show there is truly a global push to bring about stronger legislation for animals,” he says.

“The Animal Protection Index is critical to our mission to revolutionise the way animals are treated worldwide...If you look at other global debates such as climate change or biodiversity there is always a point of reference that you can use to measure change. It’s a very old management principle that you can only improve something if you can measure it. That’s the idea behind the index.”

Ricardo Fajardo, head of policy and advocacy



“If you are considering leaving a legacy for animals, please do. Don’t underestimate how your life and so many animals’ lives will benefit from that. And what greater gift can you give?”

Gail Lovig, generous World Animal Protection supporter



Leaving a gift for the future

Animals, and the desire to protect them, have been central to Gail Lovig’s life since she was a little girl.

“My family and friends have always known of my love for animals. I’m the one who either seeks animals who are hungry, hurt or lost, or they seek me out. It’s been my life’s calling.”

Gail, a retired publishing executive, grew up in Vermilion, Alberta, Canada, surrounded by her family’s menagerie of horses, pet goats, cats, dogs, hamsters, birds and rabbits. She recalls one of her first animal rescues when, aged eight or nine, she found a shivering kitten abandoned outside of her school in a harsh Canadian winter. Gail didn’t think twice and brought it inside.

Although obviously a cat lover, helping all animals affected by disasters is Gail’s particular passion. She says that even as a child when watching news reports of disasters on television, she thought of the animals that might be affected and what could be done to help.

She further explains that as an adult she stopped her regular donations to a humanitarian organisation when she realised “they wouldn’t let animals on the emergency evacuation bus”. It was this concern for disaster-affected animals that brought World Animal Protection to her attention.

“I always worry about the animals caught in extreme weather conditions such as floods, hurricanes and tornadoes... I read in the news about World Animal Protection being right there

in weather-torn situations. And it was an added bonus to learn there was a Canadian office and representation.”

Gail has been a committed supporter since 1997 and generously added a gift for us in her will that same year.

Making an incredible difference

“World Animal Protection is my number one animal organisation because preventing horrific cruelty to animals and saving animals in distress are my main animal compassion priorities. I often feel helpless to do enough good to really stop the suffering of the animals in the world who are treated terribly.

“That’s why I depend on World Animal Protection to represent me. During my lifetime, I will do what I can for all animals. The exciting part to me is the significant funding I can do after my death, thanks to a life insurance policy I have in place. Leaving money to World Animal Protection has given me an assurance that I can truly make a difference. I know that they will use my gift wisely and continue their life-saving work for those animals who cannot defend themselves.”

We thank Gail and all who have left or intend to leave a legacy gift in their will to World Animal Protection. Please plan today and contact your local World Animal Protection office to ensure animals are saved in the future.

Close companions: Gail and her much-loved cat Suzie.

Financial summary

In 2014, our global income totaled \$66.9m. This was thanks to the continued generous support and commitment of World Animal Protection donors to improving the lives of animals around the world despite difficult economic conditions. These conditions resulted in a 12% reduction in gross income compared to 2013. Regular giving from individual supporters, which represents the majority of our global income, remained strong despite this downturn.

Given the reduction in income available in 2014, programmatic spend was reduced accordingly, although a strategic decision was taken to use some of our accumulated reserves to maintain our momentum in moving the world to protect animals. This resulted in a \$4.6m deficit for the year.

Total expenditure was reduced by 7% to \$71.4m in 2014 to reflect the lower income levels, but this was achieved through careful management of our resources. We were able to increase programmatic expenditure (\$53.5m) as a proportion of total expenditure, to 75% of overall expenditure (73% in 2013). We hope to be able to further increase our expenditure allocated to our animal welfare programmes in the future. However, this is dependent on growing our income.

Our global advocacy for animals work continued in 2014. This reflects our drive to put animals on the global agenda and secure a better future for them through building strategic partnerships and influencing key decision makers. A key area of focus in 2014 was our engagement with the United Nations, as we work to incorporate animal protection into the UN's Sustainable Development Goals. We also launched our Animal Protection Index, which we hope will be a powerful tool in advocating for improved animal welfare policies and practices across the globe.

We increased our level of spend on our animals in the wild programme by 23%, reflecting the investment in 2014 in a Global Animal Protection platform. We also continued to commit substantial financial resources to helping save bears from cruelty and suffering. This included our work to end bear baiting and dancing in Asia and the inhumane practice of farming of bears for their bile in Vietnam and Korea and continued support for the Romanian bear sanctuary. This sanctuary provides a long-term home for vulnerable bears rescued from appalling conditions. Other focused initiatives included the global Sea Change campaign and raising awareness of the cruel use of animals

in entertainment attractions as part of our wildlife programme.

Following the significant investment made in our dairy and egg campaigns in 2013, we reduced our expenditure in our animals in farming programme in 2014. However, our commitment to improving the lives of farm animals is as strong as ever. This is shown in the partnerships we have made with global corporate players, including Nestlé, BRF in Brazil and others. Changes in these corporates' animal welfare policies and practices will impact positively on millions of animals for years to come and encourage other companies to act similarly.

Our disaster response teams helped protect nearly 300,000 animals globally this year, providing emergency aid to thousands of affected animals in the wake of serious disasters. These included the Philippines, following Typhoon Haiyan, in Vanuatu following Tropical Cyclone Lusi, and in Bolivia following the droughts.

Our expenditure on our animals in communities work was marginally lower at \$6.2m, compared to \$6.5m in 2013. This programme has achieved significant success in demonstrating to governments in key countries such

as the Philippines, Indonesia, and Bangladesh that mass culling is simply not effective in controlling rabies. It provides effective alternatives, primarily rabies vaccination.

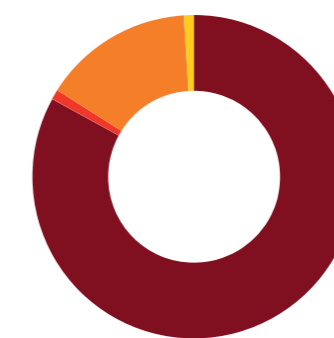
We remain committed to keeping animals, as well as our generous supporters who make our work possible, at the heart of our organisation and of the financial decisions we make. World Animal Protection appreciates the generosity of people around the world who share our values and have joined our global movement to protect animals. We look forward to working with you in 2015 to achieve even more for animals.



Paul Baldwin
Chair of the Finance
and Audit Committee

The figures are extracted from World Animal Protection global consolidated accounts which are non-statutory and unaudited. They are provided for general information purposes only. All accounts of individual World Animal Protection offices however are audited locally.

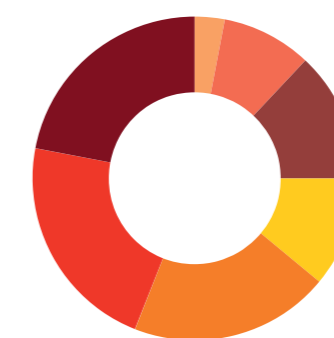
Income 2014



	FY 2014 US\$'000	FY 2013 US\$'000
Donations from individuals	55,222	60,377
Institutional funding*	700	822
Legacy gifts	9,913	11,002
Investments and other	1,023	3,637
	66,858	75,837

*Funding from trusts and foundations, businesses, inter-governmental and international organisations.

Expenditure 2014



	FY 2014 US\$'000	FY 2013 US\$'000
Global advocacy for animals	15,803	16,927
Animals in the wild	14,380	11,652
Animals in farming	9,390	12,897
Animals in disasters	7,749	8,277
Animals in communities	6,182	6,504
Fundraising	15,925	18,026
Organisational support	2,002	2,439
	71,431	76,722

(Deficit)/surplus

	FY 2014 US\$'000	FY 2013 US\$'000
	(4,573)	(885)

Thank you

We greatly appreciate the generosity of the many people and partners whose support made our work possible this year.

Australia

Daniel and Berry Almagor
Rita Andre
Paulette Bailey
Mandy Benstead
Karen Bevilaqua
Elaine Bragg
Shirley Brine
Jeff and Linda Brivik
Denis Brophy
Mariko and Les Buszynski
Elizabeth Cartier
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Dr Amanda Shea Hart
Alice Simpson
Meridy Taite
Marjorie Wallace
Richard Wilenski
Margaret Wilson

Canada

Eric and Dana Margolis
Hallward Fund at the Toronto Foundation

Denmark

Fabrikant Mads Clausens Fond
Fonden af 24 december 2008
Frimodt-Heineke Fonden
Fru Ellen Bremerdal
Lund Fonden
Toyota-Fonden

Netherlands

FHV BBDO
Hadoken Productions
TUI Care Foundation
TUI Nederland

New Zealand

Shirley Bassett
Bellina Brown
Flo Davies
Dawn Parish
The St. Francis Charitable Foundation
Reiko Sugiyama
Pukeko Trust
Claire Valpy
Karen White
Robyn and Terry Wiles

Protection matters: A puppy at our mobile clinic in the Philippines after Typhoon Hagupit struck in December.

Thailand

Tono Phakin Khamwilaisak
Khawn Ruean Magazine
Metropolitan Rapid Transit (MRT)
Præw Magazine
Por Thrisadee Sahawong

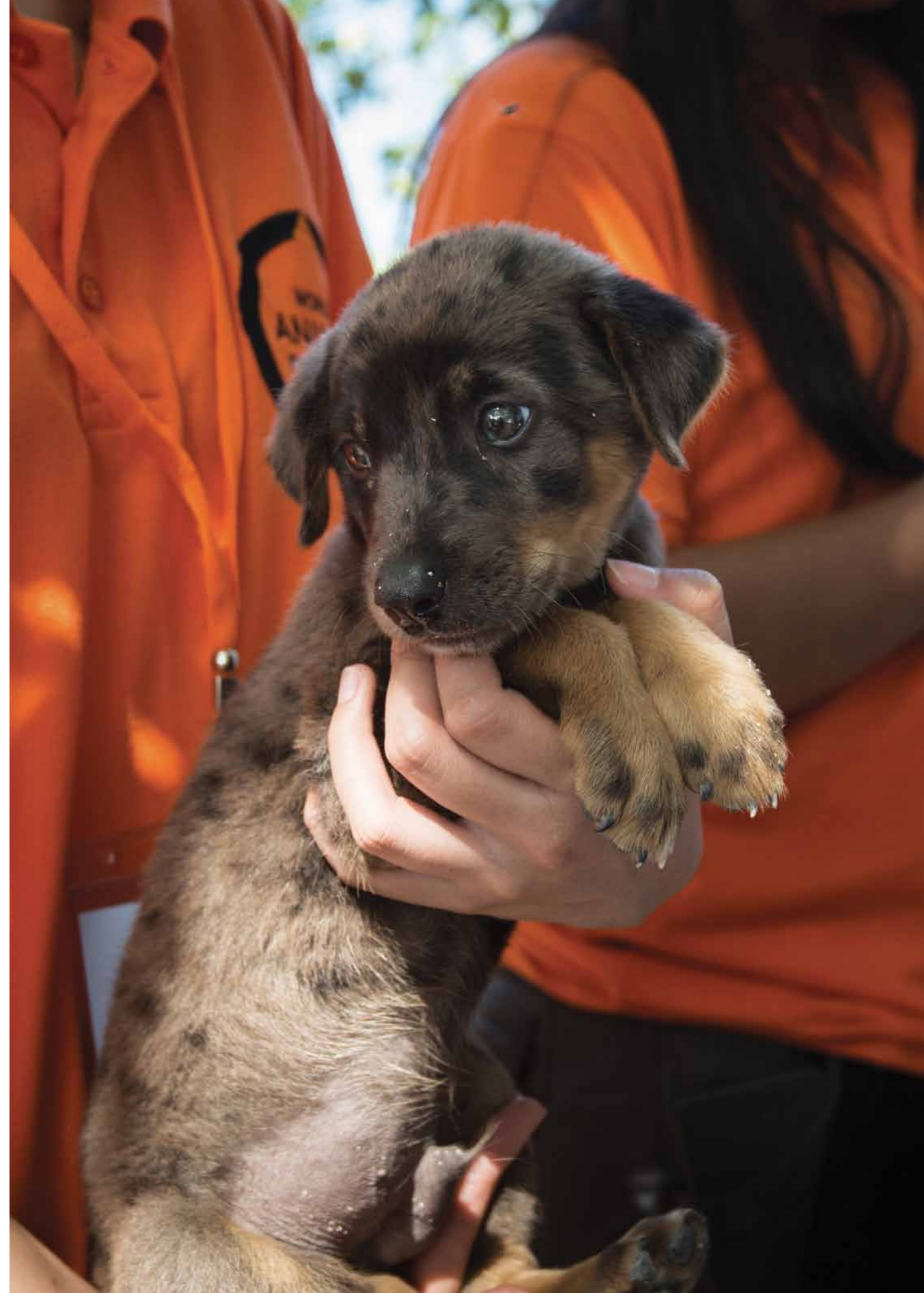
UK

Acquafil
Mr and Mrs Ashwell
Paul Dane
Paul Davis
Heiko Janssen
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Francesca Quint
Jan Whiteley
ALFayed Charitable Foundation
Betty and Stanley Abbett Charitable Trust
Mrs D M France-Hayhurst Charitable Trust
Nestlé
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PIMCO Foundation
Ruth Smart Foundation
Sue Rouse Charitable Trust
Turney Charitable (Animal Welfare) Trust

USA

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 The Baobab Fund

The Benevity Community Impact Fund
 The Lawrence Foundation
 The New York Community Trust
 The Rhode Island Foundation
 Tuma Family Trust/Dinah and George Tuma
 Waldron Charitable Foundation Inc.
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We would like to thank the following celebrities for their support in 2014

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Ruth Bratt	Deborah Meaden
Dominic Brunt	Emma Milne
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John Hurt	Amy Williams
Robin Ince	Liisa Winkler
Diane Keen	Karman Wong

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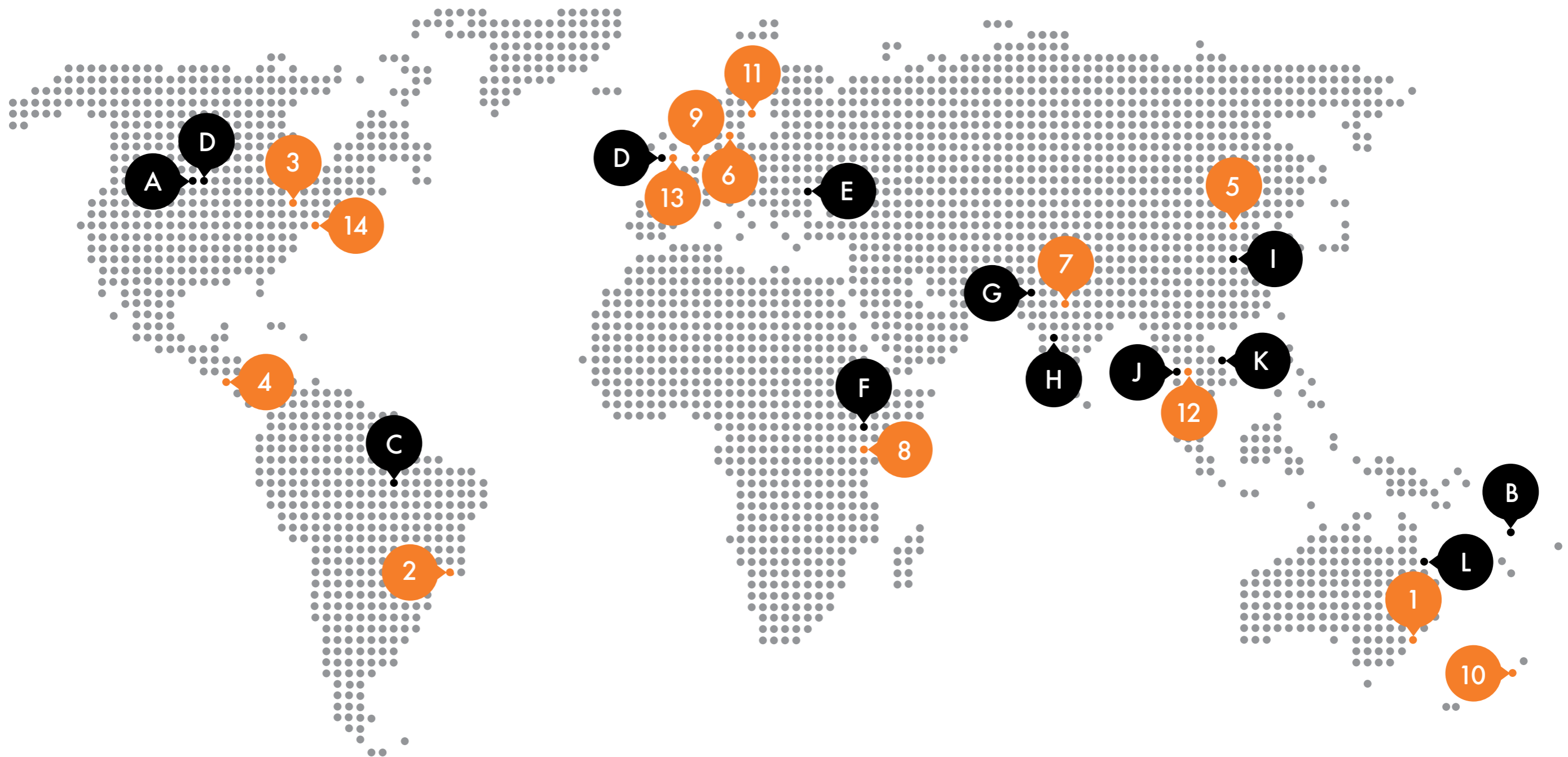
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Our mission

Billions of animals are suffering around the world and every one of them needs help. But real change will only occur when people and organisations take action for animals themselves – together or individually. That's why we move the world.

Move means an active and tangible shift from where we are today. It means inspiring, motivating, influencing and driving governments and institutions, potential or existing partner organisations, companies, the media, communities and individuals to create the monumental change needed. By acting on a global scale we can move the world to make animal protection a global priority.

We protect animals around the world



Some of our work

- A** Choose Cage-Free (eggs) in Canada and USA
- B** Disaster management in Vanuatu
- C** Boto dolphins in the Amazon in Brazil
- D** Sea Change in the UK, USA and Canada
- E** Bear sanctuary in Romania
- F** Dog population management in Kenya
- G** Bears in entertainment in Pakistan
- H** Dairy programme in India
- I** Pig programme in China
- J** Wild animals in entertainment in Thailand
- K** Bear bile in Vietnam
- L** Sea Change in Australia

Our offices

- 1** Australia
- 2** Brazil
- 3** Canada
- 4** Costa Rica
- 5** China
- 6** Denmark
- 7** India
- 8** Kenya
- 9** Netherlands
- 10** New Zealand
- 11** Sweden
- 12** Thailand
- 13** UK
- 14** USA

